

BLADE TRADE MAGAZINE

Winter 1989
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The SHOT Show!**

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BLADE TRADE MAGAZINE

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Dear Cutlery Retailer,

Welcome to this premiere issue of Blade Trade Magazine, the only publication dedicated totally to the business of cutlery.

Blade Trade is a magazine I have felt a need for since 1976, when I started my own small cutlery shop in the mountains of North Carolina, but it is only with the recent growth of the cutlery industry that a publication like Blade Trade Magazine was feasible.

The information and tips I needed and couldn't find in those early days are contained in some of the articles you will be reading in this and future issues of Blade Trade Magazine.

In these pages you can find hundreds of helpful tips as well as authoritative articles written to give you more information to help you improve your business, whether you have a full-line cutlery shop or simply a small counter display of knives in a sporting goods or hardware store.

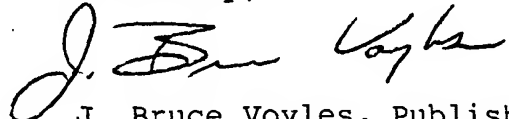
In Blade Trade Magazine you will see the new products, hear of the new trends first, and meet other cutlery retailers who will share with you their success secrets.

The late Uncle Henry Baer called the cutlery industry "our little business." He was right. Cutlery is a small business, and its participants all members of a close-knit group, a family of sorts. Through Blade Trade Magazine we will rejoice in the successes of our family members, and we will cry at their failures, and do what we can to give them the information to prevent some of those failures as well.

To receive your future issues of Blade Trade Magazine at no charge, just fill out and return the form on the next page.

You will be glad you did!

Sincerely,



J. Bruce Voyles, Publisher

BLADE TRADE MAGAZINE

Vol. 1 No. 1, Winter 1989

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Grampa Ray's Adjustasharp

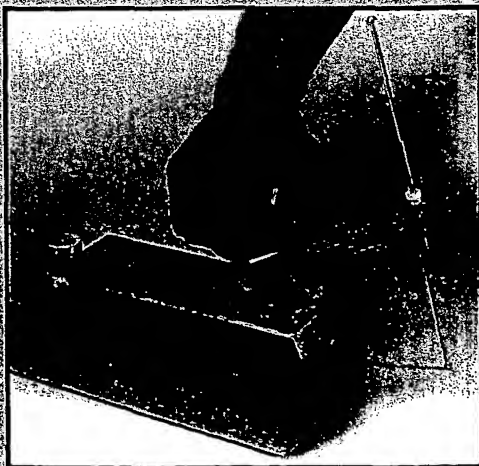
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